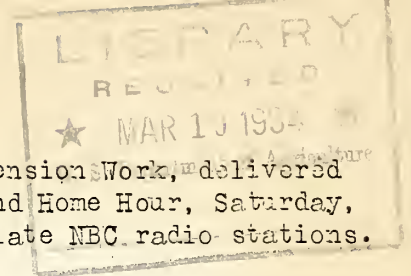


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A NEW YEAR GREETING TO THE 4-H CLUBS

A radio talk by C. W. Warburton, Director of Extension Work, delivered in the National 4-H Club program of the National Farm and Home Hour, Saturday, January 6, 1934, and broadcast by a network of 58 associate NBC radio stations.



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Happy New Year to all 4-H Club members and friends of 4-H Club work everywhere! I know I'm a bit late for New Year wishes, but I feel so sure that this year is going to be a better year for most of us than some of the recent ones have been that I'm going to say it again - A Happy and a prosperous New Year to you all!

What makes me so sure that this is going to be a good year, especially for 4-H club members and farm folks generally? Well, farmers are working together as never before, prices of farm products are better, and generally farm people are more hopeful than they were a year ago. The cotton States, with the higher price for cotton and the rental payments made by the Agricultural Adjustment Administration, have two to three hundred million more dollars to spend this winter than they had a year ago; more than twenty million dollars in benefit payments have gone out to the wheat belt, with much more to follow; and prospective production control has already had a very beneficial influence on tobacco and rice prices. The corn belt feels the influence of much better corn prices than a year ago, although low hog and cattle prices still make for hard times there. But it will not be many weeks now till corn and hog farmers will sign up to reduce this year's production, and will begin to receive the benefits from that cooperative effort.

Why all this talk about the Agricultural Adjustment Administration in a New Year greeting to 4-H club boys and girls? Because I want all 4-H club members to know about this greatest cooperative movement in which the farmers of this or any other country have ever engaged, -cooperation not only with each other but with your government and mine to increase farm incomes, to give educational opportunities to farm boys and girls, to make rural America a better place in which to live.

4-H club work has been teaching cooperation, teaching boys and girls to work with their fellows for twenty years or more. Many of those 4-H club boys and girls of earlier years are farmers and farm women of today, and there isn't any doubt in my mind that the training they received in their 4-H clubs has made this new cooperative effort to control production easier and more successful. I hope all of you will inform yourselves about the plans for production control of cotton, of wheat, of tobacco, of corn and hogs about which your county agents, your fathers and mothers will be talking this winter. The farm records many of you have kept in the past will be very useful to your fathers in making out their production control contracts, and this year I hope many more of you will engage in this very useful and interesting work.

This agricultural adjustment effort and the strenuous times through which we are passing are not without their drawbacks, for your county agricultural agent is too busy with sign-up campaigns, your home demonstra-

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tion agent too fully occupied with relief work, to give as much time as usual to the 4-H clubs. That means that you club leaders, you older 4-H club members must give more of your time, more of yourselves, to club work this year. The more than 900,000 club members need your help and your encouragement. You have done a wonderful job in keeping up enrollment and standards of work in the year that has just closed, and we must all work together to make sure that we go forward to bigger and better things in 1934.

And right here I want to pay a well-deserved tribute to the hundred thousand men and women who, as local club leaders, have given of their time and of themselves to make 4-H club work a success in 1933. Your devoted, faithful service in the past is the best proof that we can depend on you in the year on which we are just entering.

4-H club work teaches boys to be more efficient producers, girls to be more efficient housewives. With controlled production, we will need not less, but greater, efficiency and economy in production. The greatest reward, the greatest satisfaction, will come to the most efficient producer. Controlled production will mean more leisure, more opportunity to enjoy life, not only for boys and girls, but for farm fathers and mothers as well.

And so I see in this adjustment period through which we are now passing a challenge to all 4-H club members and leaders. Are you going to inform yourselves of the reasons why we are in our present difficulties, of the efforts that are now being made to get us out? Are you going to be better prepared, because of your club work this year and the interest you take in your community, your county, your State, and your nation, to take your place a few years hence as influential, forward looking citizens? Knowing club work and club members as I do, I am sure you are. And again, A Happy and a prosperous New Year to you all!